Text for Success
Do’s and Don’ts of Student Text Campaigns
Our Team

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Goals

• How to leverage the power of texting to reach students
• How to partner with Project Success and Trellis to design and implement text message campaigns
• Do’s and don’ts of text message campaigns
Target Audience

- MSI students
  - Low-income
  - Under-represented
  - First-generation
- Large age range
  - Gen Y
    - Returning to school, work experience, families
  - Gen Z
    - Entering adulthood
    - Larger percent of new students
Student Behavior

- Developing brain
  - <25
- Has poor relationship to time
- Pushes off decisions
- Prefers texting and face-to-face interaction
- Values relationships
In planning and preparing for college, students and families face...

- Complex processes
- Complex information
- Complex processes
The Science of Texting

• Overwhelming info = no action
  • Clear, short instructions more likely to drive action
• Medium meets students where they are
  • 1 in 3 teens sends more than 100 text messages a day
• Results show impact
  • 11% increase in matriculation, 20% increase in persistence
Summer Melt Review

• May-August
• 15 partner institutions
• 100,000 text messages
• Covered:
  • Financial aid and verification
  • Key enrollment tasks
  • Orientation
  • Registration
Lessons Learned
1) Plan Ahead

• Internal communication audit to determine information gaps
• Prepare for increased student engagement
  • Emails, phone calls, in person visits
• Meet with ISC’s and Sana weeks in advance
• Fill out information sheet
• Inform internal campus partners once campaign is confirmed and ready to deploy
2) Do No Harm

- Avoid jargon
- Use deadlines
- Predict student confusion and have answers
- Update school resources (website, portal)
- Refresh data in multi-step reminders
3) Master the Data File

- Send via CrushFTP
  - Avoid violating FERPA
- Send three days in advance
- Clean before sending
- Format using template
- Include only relevant information
- Include a legend if not following template
4) Nudge, Don’t Annoy

• Include “call to action”
  • Deadlines key
• Avoid sending the same nudge too many times
• Be wary of stop-outs
• Break up topics into different texts
5) Write Effectively

• Short, sweet, to the point
• Limit to 160 characters
• Use “professional text speak”
  • Conveys you understand student
    • Okay = Q’s for questions, @ for at, appt for appointment
    • Not okay = u for you, l8r for later
6) Track Outcomes

- Track impact metrics
  - Impact nudge meant to create
  - Create measurement plan before sending

- Stop-outs and engagement
  - Trellis tracked
Moving Forward
Campaigns vs. One-Offs

- **Campaigns**
  - Multiple texts with one larger goal
  - Ex: Fall = Retention
  - Planned in advance

- **One-Offs**
  - Any topic, any time
  - Best used for reminders
  - Compliments larger school communication
Suggested Fall Campaign Modules

- Financial Aid Disbursement and Tuition Payment
- Motivation
- Time Management and Organization
- Academics and Study Tips
- Coping with Stress
- Campus Life
- Working and Money Management
- End of Semester
Hey there, first name! This is School of Rock checking in. Congrats on your admission and welcome to the Eagles family!

It’s that time, first name! Tuition is due 8/31. Pay now to secure your classes. <link to pay> Need help? Text us! STOP = End msgs

Finals are around the corner! Don’t let stress get you down. Take time daily to eat well, sleep 7-9 hours, and exercise for free at Dolly Gym.

You’ve got this, first name! Text w/ Q’s. STOP = End msgs
Next Steps

- Establish campus texting team
- Meet with ISC
- Scope out campaign and establish goals
- Meet with Sana and co-develop content
- Sign up for CrushFTP
- Send data and final content approval
- Launch!
- Evaluate impact
How can we help?

• Assist in identifying goals and designing campaign
• Write or co-write content
• Identify potential student questions or concerns
• Deliver texts
• Respond to student texts
• Send reports through ISCs
Questions?
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